

JOHN BERGSEN

A Technical Content Writer with five years of experience specializing in content development, brand messaging, UX writing, and product marketing. A proven track record of delivering high-impact content to clients to enhance web traffic and drive customer acquisitions.

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[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL EXPERIENCE

TECHNICAL CONTENT WRITER

Energize Technology Inc.,
San Francisco, CA
May 2020 – Present

- Led the development of marketing content for a suite of technology products generating over \$30M in annual revenue, which included creating blogs, web copy, and digital marketing content to drive customer acquisition and increase market penetration
- Utilized knowledge of the technology industry to develop high-impact content for application development, UI design, and B2B technology solutions
- Increased website traffic by 250% by using SEO marketing strategies, link building campaigns to enhance web copy and blog posts

FREELANCE CONTENT WRITER

Self-Employed,
San Francisco, CA
June 2018 – May 2020

- Executed a wide variety of freelance content writing projects for clients, including web pages, blog posts, and product marketing copy
- Collaborated with client stakeholders to ensure consistent tone, voice, and brand messaging, resulting in a 95% client satisfaction rating on Upwork and Fiverr

EDUCATION

Bachelor of Arts (B.A.) English
University of San Francisco,
San Francisco, CA
September 2014 – June 2018

KEY SKILLS

- Technical Writing
- Content Development
- Brand Messaging
- Product Marketing
- Web Copy

CERTIFICATIONS

- Professional Technical Writing Certification, Technical Writer HQ, 2020
- UX Writing Certification, Udemy, 2020